



## Small Business Training Opportunities in WV – Mar 2014

**SBA West Virginia District Office** | 320 West Pike Street, Suite 330 Clarksburg, WV 26301 | (304) 623-5631

**SBA Charleston Branch Office** | 405 Capitol Street, Suite 412 Charleston, WV 25301 | (304) 347-5220

[www.sba.gov/wv](http://www.sba.gov/wv) | [wwinfo@sba.gov](mailto:wwinfo@sba.gov)

The U.S. Small Business Administration provides small business counseling and training through a variety of programs and resource partners, located strategically around the country. If you have items or events to add to the next edition of the event calendar, please send them to: [nikki.bowmar@sba.gov](mailto:nikki.bowmar@sba.gov)

### The Affordable Care Act

#### **The Affordable Care Act for Individuals and Small Businesses - Webinar**

March 14, 2014 at 11:00 am

<http://www.wvscore.org/>

Still confused about the new Health Care Law? You're not alone. This webinar will provide an overview of how ACA works and where and how to access coverage. Webinar features Robin Lester, of MAXIMUS, who oversees the WV In-Person Assister (IPA) program with IPAs stationed in local Department of Health and Human Resources offices throughout West Virginia.

#### **The Affordable Care Act for Individuals and Small Businesses – Keyser, WV**

March 26, 2014 at 10:30 am

Location Microtel 70 N. Tornado Way – Keyser, WV

Registration Contact Larry Batten at 304-623-7447 or [larry.batten@sba.gov](mailto:larry.batten@sba.gov)

### Encore Entrepreneur

Currently there are over 76 million people over the age of 50 in the country, and many are interested in and poised to be entrepreneurs. Research shows that one in four Americans between the ages 44 and 70 are interested in starting their own business or nonprofit venture in the next five to ten years. Nearly half of these aspiring business people desire to be encore entrepreneurs by starting a business with a positive social impact.

#### **Encore Entrepreneur: Turning Silver into Gold – Charleston**

March 28, April 25, May 23 at 11:30 am

WV State University Economic Development Center

<http://www.eventbrite.com/e/encore-entrepreneur-business-after-50-tickets-9439324273>

#### **Encore Entrepreneur: Turning Silver into Gold - Parkersburg**

March 4, April 1, May 6 at 11:30 a.m.

Mid-Ohio Valley Regional Council (MOVRC)

[www.sba.gov/wv](http://www.sba.gov/wv)

#### **Encore Entrepreneur: Turning Silver into Gold – Wetzel County**

March 13 at 10:30 a.m.

Location Room 110 West Virginian Northern Community College

[www.sba.gov/wv](http://www.sba.gov/wv)

#### **Encore Entrepreneur: Turning Silver into Gold – Richie County**

March 18 at 10:30 a.m.

Location Ritchie County Economic Development Authority, 217 West Main Street, Harrisville, WV

Registration contact Larry Batten US Small Business Administration 304-623-7447 or [larry.batten@sba.gov](mailto:larry.batten@sba.gov)

[www.sba.gov/wv](http://www.sba.gov/wv)

## Government Contracting

### Snapshot: Selling to the Government - Webinar

March 6, 2014 at 11:30 am

<https://cc.readytalk.com/cc/s/registrations/new?cid=9ongo5n0vktm>

This webinar provides a brief overview of the basic tools needed to sell your goods or services to the government, including the System for Award Management, the Federal Procurement Data System, and the Dynamic Small Business Search database. 30 minutes.

### Improving Your Marketing Materials

March 20, 2014 at 2:00 pm

<http://www.wvscore.org/>

You have less than 10 seconds to get someone's attention with your marketing materials. Government contracting marketing specialists will clue you in on how to get-- and keep-- the attention of federal contract officers. We'll cover that all important Statement of Capabilities, what a successful online profile looks like, and even how a little thing like a business card can impact your chances in the federal market place. Webinar features marketing specialists from the Regional Contracting Assistance center (RCAC).

### SAVE THE DATE: DYNET Conference

April 2, 2014 in Fairmont, WV

### Government Contracting 101

April 10, 2014 at 2:00 pm

<http://www.wvscore.org/>

This intensive webinar will give you an overview of the how your small business can enter the federal marketplace, including identifying your firm's preparedness, how to get registered in SAM, finding federal opportunities, and tools for in-depth market research. Webinar features marketing experts from the Regional Contracting Assistance Center (RCAC).

### Understanding Federal Solicitations

April 23, 2014 at 10:00 am

Robert H. Mollohan Research Building, Room 232

1000 Galliher Dr., Fairmont, WV

<https://www.eventbrite.com/e/understanding-federal-solicitations-tickets-10767023457>

Federal solicitations elicit both fear and loathing from newer contractors. Getting past your anxiety and into the details separates the successful contractor from the unsuccessful. Whether this is your first time or you're an old hand, Dave Berkey, a former Contracting Officer, will help you understand:

- what the government is looking for
- what's important and what's not
- examining risks to your bottom line
- determining the need for a teaming partner

### Snapshot: Selling to the Government - Webinar

May 1, 2014 at 11:30 am

<https://cc.readytalk.com/cc/s/registrations/new?cid=g1ghp4up9vwn>

This webinar provides a brief overview of the basic tools needed to sell your goods or services to the government, including the System for Award Management, the Federal Procurement Data System, and the Dynamic Small Business Search database. 30 minutes.

## 7j Training

The U.S. Small Business Administration is committed to expanding opportunities for small businesses to compete for and win federal contracts that could take their businesses to the next level and create jobs. During the month of March, SBA holds free web-enabled training led by instructors from Stover & Associates, Inc. Registration is limited, join online today at <http://sbaworkshops.stoverteam.com>.

### Available online seminars include:

- Capture Management  
March 17, 2014  
1:00—4:00 pm EST
- Construction Contracting  
March 18, 2014  
1:00—5:00 pm EST
- Developing and Managing Contractor Teams  
March 19, 2014  
1:00—3:00 pm EST
- Audits and Accounting Systems  
March 20, 2014  
1:00—5:00 pm EST
- Introduction to Construction Project Management  
March 24, 2014  
1:00—5:00 pm EST
- Government Contract Negotiations  
March 25, 2014  
1:00—5:00 pm EST
- Facilities Clearances  
March 26, 2014  
1:00—2:00 pm EST
- Understanding RFPs  
March 27, 2014  
1:00—2:00 pm EST
- How to Qualify for the GSA Schedule  
March 27, 2014  
3:00—4:30 pm EST
- Developing Technical and Past Performance Volumes in Response to RFPs  
March 31, 2014  
1:00—4:00 pm EST

Small businesses who are eligible and interested in the topics above should attend these free seminars. To register go to: <http://sbaworkshops.stoverteam.com>. For more information contact Phyllis Embree or Chris Strudthoff at [sbaworkshops@stoverteam.com](mailto:sbaworkshops@stoverteam.com) or call 770-423-9888.

## Lender Training

### **SBA's New 10-Tab Loan Application Process and ETran Review**

March 11, 2014 – 10:00 a.m.

<https://connect16.uc.att.com/sba/meet/?ExEventID=84536711>

The 7(a) Loan Origination 10-Tab Submission Format and ETran are now required for all 7(a) loans submitted to the Loan Guaranty Processing Center (LGPC) – excluding SBAExpress and PLP loan submissions. The West Virginia District Office will cover the new process and the forms required for submitting all SBA 7(a) loans. This webinar is recommended for lenders, credit and documentation staff, and any others involved in the application process.

### **SAVE THE DATE: WPASGL 2014 Lenders Quality Circle Conference, Seven Springs Resort, Champion, PA**

March 12-14, 2014

In today's uncertain economic and banking climate, lenders are looking for ways to mitigate credit risk and open new avenues for loan growth. The annual Western Pennsylvania Association of SBA Guaranteed Lenders (WPASGL) SBA Quality Circle Small Business Lending Conference is an excellent place for lenders to obtain ideas and training to enhance their commercial lending divisions. This two-day conference will be held at the Seven Springs Mountain Resort on Thursday and Friday, March 13 & 14, 2014; along with a Conference Primer and Opening reception on Wednesday evening, March 12th. Visit [www.sba.gov/wv](http://www.sba.gov/wv) for more information on the conference and for registration instructions and forms. Be sure to make your reservations early so you don't miss out, as hotel rooms at the resort will only be guaranteed until 2/21/14.

### **SBA CAPLine – Contract Line Program Webinar by Bill Reed, SBA's CAPLine Expert from the Loan Guaranty Processing Center in Citrus Heights, CA**

April 8, 2014 at 10:00 am

SBA's CAPLine program is designed for commercial lenders can help their small business customers meet their short-term and cyclical working capital needs. The Contract Loan Program is used to finance the cost associated with contracts, subcontracts, or purchase orders, including overhead or general and administrative expenses, allocable to the specific contract(s). The CAPLine program offers up to a \$5 million guarantee. SBA Commercial Loan Specialist, Bill Reed, from SBA's Loan Guaranty Processing Center (LGPC), and SBA's CAPLine 'Go-To' person, will be the guest presenter for this webinar. Learn from the EXPERT when it comes to processing a Contract Line.

***To register, or for more information, on one of the events above, contact [Rick Haney](mailto:Rick.Haney@sba.gov) at [Richard.haney@sba.gov](mailto:Richard.haney@sba.gov) or 304-623-7449.***

Web Conference URL: <https://connect16.uc.att.com/sba/meet/?ExEventID=84536711>, check I am a participant, enter your name and email, select Join, once you have accessed the conference select the Call Me option and enter your direct phone number (Dial 1-888-858-2144 then enter the passcode 4536711# to access audio portion if the Call Me option does not work). To prepare in advance for the conference (for all devices): <https://connect16.uc.att.com/sba/Prepare/>.

## OTHER

### **Fourth Annual Business Marketing Conference - Lewisburg**

Thursday, March 12 at 8:30 a.m.

New River Community & Technical College

[www.westvirginiawbc.org](http://www.westvirginiawbc.org) 304-253-3145

The SBA offers two sessions during the annual Business in Marketing Conference to help small businesses market and strengthen their business. SBA sessions include:

- Marketing Your Product to the Federal Government, by Business Opportunity Specialist Melisa Loder
- Ask the Expert: How to Use the Power of Marketing to Grow Your Business, by Economic Development Specialist Kimberly Donahue

### **Selling Your Product Online to Customers in Foreign Countries Webinar**

Thursday, March 20 at 10 a.m.

[www.wvscore.org](http://www.wvscore.org)

Ninety five percent of the world's consumers live outside of the United States, representing over 80% of the world's purchasing power. Exporting gives small businesses the opportunity to reach new markets, increase sales, and create jobs. The West Virginia District Office of the U.S. Small Business Administration and the Huntington SCORE Chapter hosts *Selling Your Products Online to Customers in Foreign Countries*, webinar featuring guest speaker Justin Seibert of Direct Online Marketing.

Seibert is the President of Direct Online Marketing firm offering search engine strategies, social media marketing, and online reputation management. Seibert has been featured in Advertising Age, the Pittsburgh Business Times, Search Engine Strategies Magazine, Successful Dealer and has been recognized by Hanapin Marketing as a Top 25 Most Influential Pay-Per-Click Expert from around the globe in 2012 and 2013.

## Small Business Development Center

The Business Fundamentals course is designed specifically for individuals who are considering starting a business or have had a business for one year or less. The workshops provide essential information on what entrepreneurs need to know to start a successful business. Preregistration is required as seating is limited and the cost is \$35. To register, go to the [SBDC Training Events](#) calendar on the WV Small Business Development website, [www.wvsbdc.org](http://www.wvsbdc.org). Or contact the Business Ask Me! line at 888-982-7232 or [askme@wv.gov](mailto:askme@wv.gov).

03/04/14	09:00 am to 12:00 pm	Wheeling
03/10/14	01:00 pm to 04:00 pm	Ronceverte
03/11/14	10:00 am to 01:00 pm	Wayne
03/11/14	09:00 am to 12:00 pm	Winfield
03/12/14	01:00 pm to 04:00 pm	Summersville
03/13/14	10:00 am to 01:00 pm	South Charleston
03/13/14	06:00 pm to 08:30 pm	Romney
03/14/14	10:00 am to 01:00 pm	Ripley
03/14/14	09:00 am to 12:00 pm	Morgantown
03/18/14	12:30 pm to 03:30 pm	Oak Hill
03/25/14	09:00 am to 12:00 pm	Morgantown
03/27/14	06:00 pm to 08:30 pm	Moorefield
04/01/14	09:00 am to 12:00 pm	Wheeling
04/15/14	01:00 pm to 04:00 pm	Ronceverte
04/16/14	01:00 pm to 04:00 pm	Summersville
04/22/14	09:00 am to 12:00 pm	Morgantown
04/24/14	12:30 pm to 03:30 pm	Oak Hill
05/06/14	09:00 am to 12:00 pm	Wheeling
05/14/14	01:00 pm to 04:00 pm	Summersville
05/20/14	01:00 pm to 04:00 pm	Ronceverte
05/22/14	12:30 pm to 03:30 pm	Oak Hill

**West Virginia Small Business Development Centers (WVSBDCs):** The Office of Small Business Development Centers (SBDC) provides management assistance to current and prospective small business owners. SBDCs offer one-stop assistance to individuals and small businesses by providing a wide variety of information and guidance in central and easily accessible branch locations. The program is a cooperative effort of the private sector, the educational community and federal, state and local governments and is an integral component of Entrepreneurial Development's network of training and counseling services. In West Virginia, go to [www.wvsbdc.org](http://www.wvsbdc.org) for more information and office locations

*The SBA listing of these events is not an endorsement of the views, opinions, products or services of any cosponsor, person or entity. The mission of the SBA is to aid, counsel, assist and promote the interests of small businesses by providing financial, procurement and business development assistance and advocating on their behalf within the government. All SBA programs are extended to the public on a non-discriminatory basis.*